

Notice of References Cited	Application/Control No. 09/845,051	Applicant(s)/Patent Under Reexamination KEIL ET AL.	
	Examiner DANIEL LASTRA	Art Unit 3622	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-			
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Allenby, Greg, Using extremes to design products and segment markets, Journal of Marketing Research, Nov 1995 (Dialog file 75:00184535)
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	W	
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
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